

Mobile Web Community "itsmy.com" now with User Generated Content TV

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GOFRESH (München, London, Madrid), the Munich (Germany) based Mobile User Generated Content (UGC) specialist launches the first European User Generated Mobile TV off-portal channel in its mobile community itsmy.com (mobile.itsmy.com) in October 2006. The GOFRESH community itsmy.com is one of the fastest growing mobile web communities in the world with active users from more than 80 countries. More than 55% of the community users have mobile phones that support TV and Video.

GOFRESH starts the service with three different formats: "itsmyCityTV", the all-time classics "Funniest Clips" and "NickpageTV", a brand new format where all community users have the possibility to create and moderate the show from their mobile phone. This makes the classical VJ redundant, his part is now taken over by the most active and highly communicative community users.

Furthermore the GOFRESH proprietary Mobile TV Platform offers media partners the option to supply various shows with existing TV spots where the spot placement can be chosen according to criteria like user profile, mobile phone or preferences.

Antonio Vince Staybl, CEO of GOFRESH: "For us User Generated Content in the mobile TV field means the active involvement of the customer. With this new service the TV spectators now have a feedback channel to their program. This increases the attractivity for the spectator, but also for the media partners."

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About GOFRESH

GOFRESH GmbH develops, produces and distributes Europe's leading "User Generated Mobile Content" platform, including the largest "User Personalized Content" database with more than 100.000 GOFRESH-exclusive Mobile Entertainment content items. GOFRESH's mobile community itsmy.com is one of the fastest growing mobile web communities worldwide.

The social networking idea of itsmy.com could not be easier: The community is "mobile web only" and offers all mobile phone users worldwide an own, free of charge mobile web page.

[You can find this press release here](#)